

WHAT IS CLAIMED IS:

1. A liquid crystal display device, comprising:  
a liquid crystal cell, the liquid crystal cell including an upper substrate, a lower substrate, a liquid crystal layer between the upper and lower substrates facing each other, and a transfective layer on an inner surface of the lower substrate;  
a first elliptical polarizer, elliptical polarized light from the upper substrate being incident on the liquid crystal layer; and  
a second elliptical polarizer, elliptical polarized light from the lower substrate being incident on the liquid crystal layer;  
only the first elliptical polarizer having a liquid crystal film in which a hybrid alignment is fixed.
2. The liquid crystal display device according to claim 1, the first elliptical polarizer including a polarizer transmitting linearly polarized light, the liquid crystal film, and a stretched film.
3. The liquid crystal display device according to claim 1, the liquid crystal film being a film in which a nematic hybrid alignment is fixed.
4. The liquid crystal display device according to claim 3, an in-plane retardation of the liquid crystal film ranging from 70 to 140 nm.
5. The liquid crystal display device according to claim 3, an axis having a higher refractive index in a plane of the liquid crystal film being substantially parallel to a central axis of the liquid crystal layer.
6. The liquid crystal display device according to claim 1, the liquid crystal film being a film in which a discotic hybrid alignment is fixed.
7. The liquid crystal display device according to claim 6, the liquid crystal layer having a hybrid alignment having a parallel alignment at one of the substrates, a vertical alignment at the other substrate, and zero twist angle.
8. The liquid crystal display device according to claim 1, a twist angle of the liquid crystal layer ranging from 0° to 70°, a retardation value of the liquid crystal layer in the transmissive display area ranging from 240 to 350 nm, and a retardation value of the liquid crystal layer in the reflective display area ranging from 140 to 260 nm.
9. The liquid crystal display device according to claim 1, the liquid crystal cell having an adjusting layer to make the thickness of the liquid crystal layer in the reflective display area smaller than that in the transmissive display area.

10. An electronic apparatus comprising:  
the liquid crystal display device according to claim 1.